GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:6159
ANSWERED ON:27.04.2001
BAN ON TOBACCO ADVERTISEMENTS
RAMDAS ATHAWALE

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have received suggestions or memoranda to legally ban telecast of advertisements related to cigarette, tobacco and liquor/obscene films during the last there years till date;

(b) if so, the details thereof; and

(c) the steps taken or proposed to be taken by the Government in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (c) : In so far as programmes of satellite channels, when retransmitted through cable networks is concerned, the Government has already amended the Cable Television Networks Rules, 1994 on 8.9.2000 prohibiting advertisements which inter-alia promote, directly or indirectly, production, sale or consumption of cigarettes, tobacco and liquor products. The prescribed Advertisement Code of All India Radio and Doordarshan also prohibits such advertisements.